**World Vision Commercial**

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| **Transcript of Dialogue** |
| *0:00-1:06*  *Misapa:* “My name is Misapa, I am 9 years old, I like football.”  *Junior:* “Hello I’m Junior, I’m 10 years old, I like netball.”  *Jonas:* “Hi I’m Jonas and I’m 10 years old. I Like to play hide and seek.”  *Female narrator:* Children everywhere are just like us. (Music change) Yet for many their lives are very different.  *Misapa:* “My mother died, and my father lived… I miss my mum”  *Junior:* “I go far to get water… the water doesn’t taste nice”  *Jonas:* “I have one meal a day... there is never enough”  *Female narrator:* Please, sponsor a child like Misapa, Junior or Joseph. Call world vision on … Change the life of a child. |

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| **What is the meaning of the text?** |
| What is the text genre? (Description, Explanation, Persuasive, Recount etc.) |
| What is the purpose of this text? (Why was it made) |
| Who made the text? |
| Who is the intended audience? |
| What indicates this? |

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| **Different Modes of Communication**  How do different elements in each mode help create meaning? |
| **Mode: Linguistic** |
| Vocabulary (What type of words are used) |
| Information Structures (How is information presented) |
| Delivery:  *Tone* (loud/quiet, harsh/gentle)  *Rhythm* (fast, slow, medium)  *Accent* (on words, phrases) |
| **Mode: Visual** |
| Perspectives/Angles |
| Salience |
| Lighting and Colour |
| Offer and Demand |
| **Mode: Audio** |
| Music |

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| **Multimodal Dimension**  How do the different modes work together to create meaning? |
| **Modal Coherence**  Do the meanings from each mode match throughout the video? |
| **Modal Salience**  Does meaning move between modes? |
| **Modal Density**  Are there times when all meaning is communicated through one mode? |

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| * Do you think the designer of the text has used the different modes well to create meaning and communicate their message? * If not how could they improve it? |